

## October 10

**1700** A French missionary, Father Gravier, noted in his journal, "Discovered the river Mirameguoua, where the very rich lead mine is situated, 12 or 13 leagues from its mouth." Today we just refer to that river as the Meramec. (It's an Indian word, meaning catfish)

**1764** The village of St. Louis was alarmed when 400 Indians suddenly appeared. The remains of the Missouri Tribe were not hostile. But the Indians demanded to live in the village. They stole and demanded provisions. Most of the colonists fled to Illinois until Pierre Laclède talked the Indians into leaving.

**1865** Joseph Pulitzer arrived in St. Louis. The penniless immigrant from Hungary worked firing the boiler on the ferry to win passage across the river. He became a lawyer, a reporter for the *Westliche Post*, and eventually a state legislator. In December of 1878, bought the bankrupt *St. Louis Dispatch*, and merged it with his *St. Louis Post* three days later.

**1896** Officials of the St. Louis Fair assured that the public could visit the Midway without the fear of "immoral barkers." The "Egyptian Carnival" with its "ethnic dances" had been ordered off the grounds. The fair was held each October in what is now Fairgrounds Park. It was discontinued after 1902.

**1905** Willie Wells was born in Austin, Texas. "Devil" Wells joined the St. Louis Stars of the Negro League in 1925 and became known as the "Shakespeare of Shortstops." He recorded a lifetime batting average of .358. Wells coached Jackie Robinson. As manager of the Newark club, he helped develop players such as Don Newcombe and Monte Irvin. He was inducted into the Baseball Hall of Fame in 1997.

**1913** Adolphus Busch died at his castle on the Rhine. Adolphus was one of 22 children, and came to St. Louis at the age of 18. He married Lilly Anheuser, and joined his father-in-law's struggling brewery. Adolphus was a marketing genius. He had to be, because the beer that came from the small brewery was terrible at first. Adolphus was the first to use pasteurization and artificial refrigeration, which allowed Budweiser to become the first nationwide brand.

**1926** Grover Cleveland Alexander pitched his way into Cardinal history. Nursing a hangover and sleeping in the bullpen, he was called in to relieve Jesse Haines in Game Seven of the 1926 World Series. The bases were loaded with two outs in the seventh inning. Alexander struck out Tony Lazzeri to end the inning. He set the Yanks down in order until giving up a walk to Babe Ruth with two out in the ninth. Ruth was thrown out stealing, and the Cardinals were World Champs for the first time.

**1931** The Cardinals clinched the world championship, beating the Philadelphia Athletics four games to three. "The Wild Horse of the Osage," Pepper Martin, was the hero for the

Redbirds. He batted .500, ran wild on the bases, and made a spectacular catch in the final game.

**1934** A huge crowd turned out at Union Station to welcome the world champion "Gas House Gang" home from Detroit. Mayor Bernard Dickmann met the World Series hero, Dizzy Dean. Ol' Diz accepted the mayor's congratulations by saying "Thanks Old Boy."

**1939** Mayor Bernard Dickmann wielded a silver wrecking bar, prying out a brick from a dilapidated building at #7 Market Street, facing the Old Cathedral. The first brick went to the city, and the second was sent to President Roosevelt. The ceremony marked the start of demolition work on the riverfront for the proposed riverfront memorial. Thirty-seven blocks would be cleared, but World War Two and wrangling over the elevated railroad tracks on the riverfront delayed actual construction work until 1959.

**1951** The army announced it had picked a site in Overland for a new 22-million-dollar Army Adjutant General Records Center. The site near Page and Woodson was vacant except for a single fuel storage tank.

**1957** The Chrysler Corporation announced it would build a 200-acre, \$50 million assembly plant on Highway 66 between the Meramec River and Route 141. The plans called for the 1960 models to be the first ones off the assembly line there. The plant was expected to employ 3,500.

**1964** The Cardinals fell behind two games to one in the world series. Mickey Mantle homered off Barney Schultz in the ninth inning, to break up a 1-1 tie. It was the 16th World Series homer for Mantle, a new record.

**1968** Mickey Lolich of the Tigers out dueled Bob Gibson, and Detroit came from behind to beat the Cardinals 4-1 in the Seventh Game of the World Series. Curt Flood misjudged a ball off the bat of Jim Northrup, leading to three Tiger runs. At one time, the Tigers had trailed the series three games to one.

**1973** Jamestown Mall opened at Lindbergh and Old Jamestown Roads. The 900-thousand-square-foot mall contained 95 stores. The mall was recently sold to Carlyle Development, which plans a major facelift.

**1977** SIU Edwardsville officials said they were considering dropping the Mississippi River Festival. The festival had lost \$250,000 in 1976-77.

**1979** The Blues traded iron man Garry Unger to the Atlanta Flames for Eddy Kea, Don Laurence, and a draft pick.

**1982** The Cardinals completed a three-game sweep of the Braves to clinch the National League pennant. Darrell Porter was named as the playoff series Most Valuable Player. He batted .365 during the playoffs.

**1988** The "66-Park-In" Theatre at 9440 Watson (Highway 66) in Crestwood closed forever. Opened in 1948, the 66 could accommodate 1400 cars at \$1.20 a carload. The site is now a supermarket.